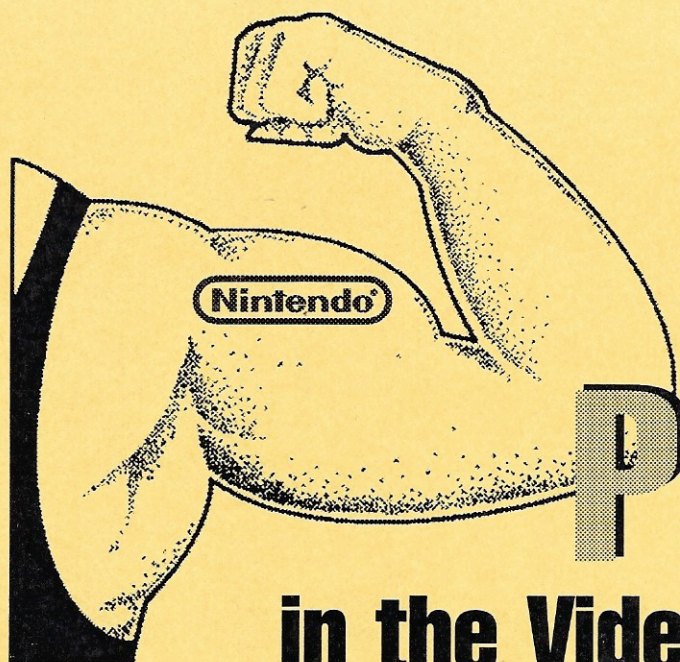


# MERCHANDISING POWER







# Our Power Position

## in the Video Game Industry

### MARKET SHARE—March 1997

Nintendo	60%
Sony	25%
SEGA	14%
Other	1%
	100%

### NEXT GENERATION SALES

HARDWARE		SOFTWARE	
Sony PSX	Over 2M units in 20 months	Sony PSX	Over 10M units in 19 months
Nintendo 64	Over 1.9M in 8 months	Nintendo 64	Over 4.5M units in 8 months
SEGA Saturn	Over 800K in 23 months	SEGA Saturn	Over 3M units in 23 months

### NINTENDO LEADS THE MARKET

# #1

in 32/64-Bit since N64 launch  
in 16-Bit for 6 months  
in Portables for over 3 years

As of 3/97



# **Merchandising Power put to Purpose**

- 1** Maintain and attempt to build Nintendo's primary positioning and visual impact at retail.
- 2** Promote the placement of N64 interactives near corresponding software sections.
- 3** Increase the utilization and support of Power Previews displays to showcase new releases and classic game titles.
- 4** Build the fire of desire with pre-sell programs.
- 5** Draw consumers to the stores with Nintendo's P.O.S. signage.
- 6** Promote positive relations and cooperation between Nintendo Merchandising and the Accounts.
- 7** Use your personal POWER to make merchandising come alive to spark in-store excitement and sales.



**Nintendo®**

**MERCHANDISING**

# P.O.P. & display

**Update**

**Check the upcoming Merchandising Catalog  
for complete details on new and continuing  
P.O.P. and display features.**



# MERCHANDISING

## Display Order Processing Steps

### Order Entry

- Hard copy received and entered into AS400
- Order transmitted via EDI

### Order Review

- Check for completeness & accuracy
- Inventory availability
- Special instructions

### Order Allocation

- Order "allocated"
- Sent to credit

### Credit Approval

- Account credit reviewed & approved
- Order released to shipping

### Order Shipment

- Order picked
- Carrier pick up scheduled



ENTRY

SHIPMENT

1 WEEK



# MERCHANDISING

## Display Order Processing Requirements

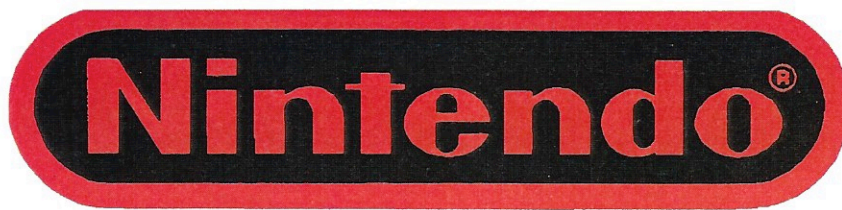
### Account Responsibilities

1. Forward order to Kelly Bergman.
2. Include hard copy P.O. with assigned P.O.# and current display order form signed by authorized account buyer.
3. Note payment terms. (Subject to RMP funds or approved credit.)
4. Provide written special handling or freight instructions with a complete ship-to address.
5. Submit order at least two weeks in advance of required in-store date.
6. Contact Kelly Bergman or Bonnie Honold for display availability or order tracking and status.

### Nintendo Terms & Conditions

1. No-charge ground freight. Account pays additional air shipment charges, if requested. (Available RMP funds may be applied if account-approved.)
2. All product launch no-charge P.O.P. subject to allocation. (Randy Peretzman determines final allocations if orders exceed availability.)
3. In-stock displays will ship on time if all the other processing requirements have been met.





ELECTRONIC

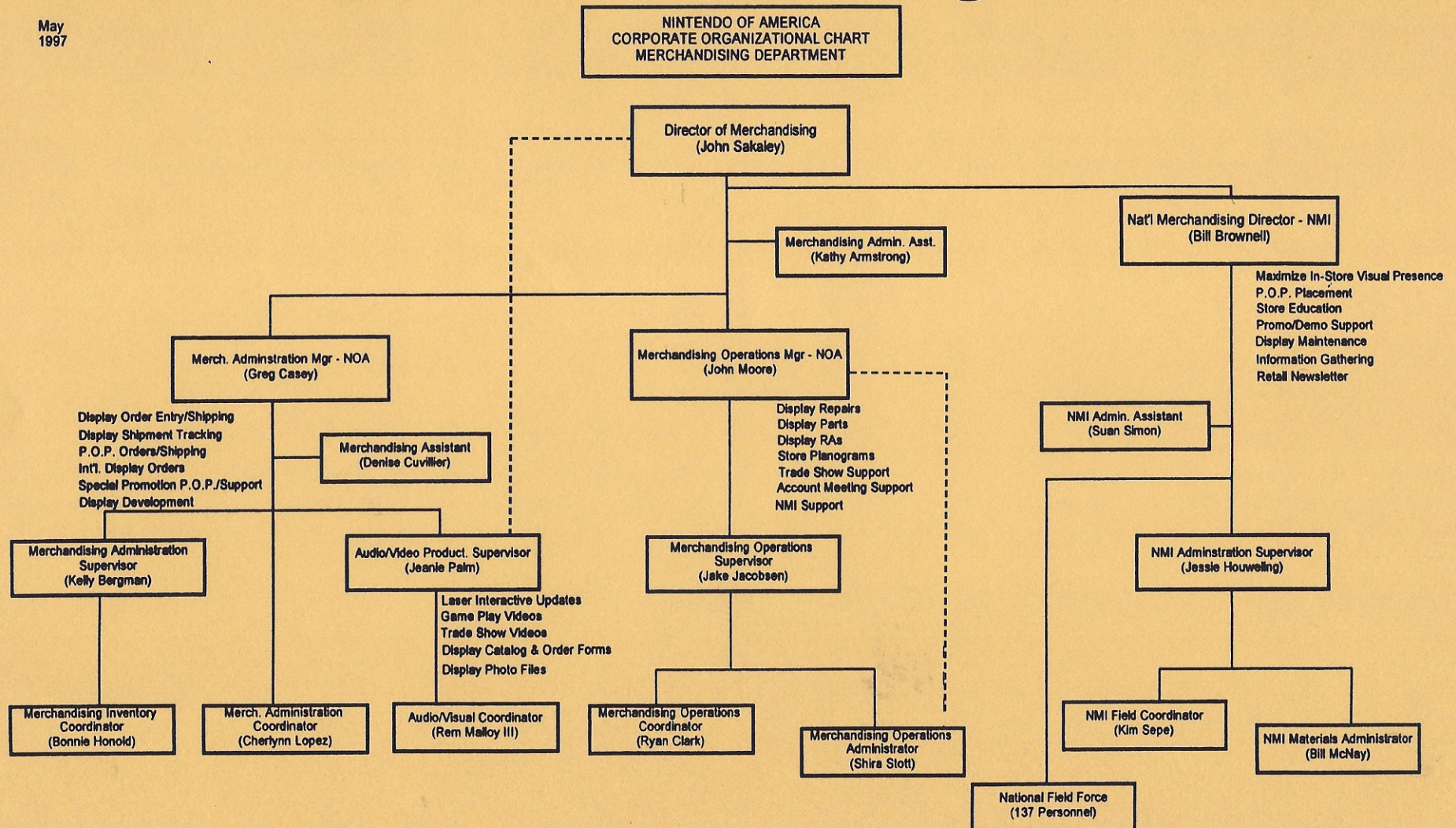
PLANOGRAMMING

SERVICES

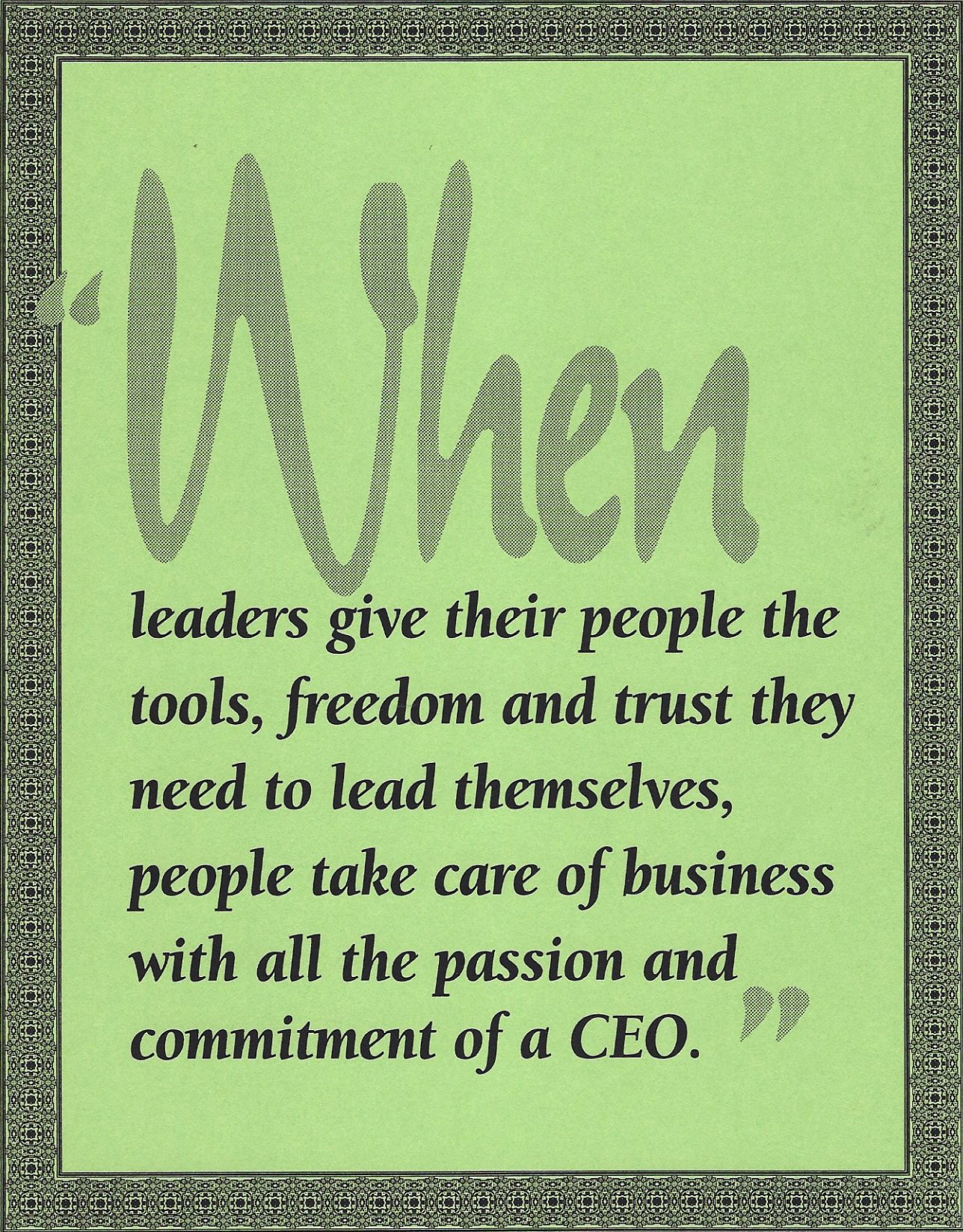


# We're Pumping Up The Power Throughout The Organization

May  
1997







# When

*leaders give their people the  
tools, freedom and trust they  
need to lead themselves,  
people take care of business  
with all the passion and  
commitment of a CEO. ”*

From *Turned On* by Roger Dow & Susan Cook